

Bright House Networks Advertising

Content Delivery Guidelines



Purpose

The purpose of this document is to provide our clients with the technical specifications required to broadcast content on Bright House Networks Cable Television.

Our commitment to on-air quality and client satisfaction requires us to ask that you meet the specifications, rules and regulations set forth by the FCC. Any commercial that fails to meet the specifications within this document will not be certified to air and a new spot will be requested in its place.

By using these specifications, Bright House Networks will provide our clients and viewers with superb quality in audio and video.

Technical Standards Overview

Bright House Networks accepts a variety of content delivery formats and mediums such as physical tape delivery, FTP systems and third party distribution providers.

Tape Formats

- Betacam
- Betacam SP
- DVD
- MiniDV

FTP Electronic Formats

- Quicktime Movie (.mov)
- AVI (.avi)
- Mpeg2 (.mpg)

Third Party Distribution

- DG/Fastchannel
- Extreme Reach
- Centaur Exchange
- Radiance AdDelivery
- HulaMX
- On The Spot
- Spot Genie

We do not accept VHS, SVHS, 3/4 or 8mm tape formats.

Spot lengths should meet the following specs:

- A 15 second commercial must be 15 seconds and 0 frames (450 Frames) in length.
- A 30 second commercial must be 30 seconds and 0 frames (900 Frames) in length.
- A 60 second commercial must be 60 seconds and 0 frames (1800 Frames) in length.

Audio/Video Requirements

Audio

- Dolby Digital (AC-3) audio shall include a -23dBfs dialnorm and measure a matching -20dBfs actual level on the Dolby LM100 audio meter
 - A 2dBfs deviation on the actual audio level measurement is acceptable
- Analog audio shall measure a peak audio level of 2dBu
 - A 2dB deviation on the audio level measurement is acceptable
- Levels are compressed and normalized for stable audio

Video

- NTSC in 4:3 aspect ratio
- White level: 100 IRE Black level: 0 IRE Sync level: -40 IRE Color Burst: 40 IRE
- Chroma levels must not exceed 110 IRE or be below -20 IRE

Electronic Video

- File Formats: Quicktime movie (.mov); AVI (.avi); Mpeg2 (.mpg)
- Resolution: 720 X 480
- Audio Sample Rate: 48KHz, 2 channels
- Bit Rate: 10-15 Mbs

Content Layout

Tape Media

- Content must meet the following layout format:
 - At least 15 seconds of color bars and tones
 - At least 5 seconds of black prior to the slate
 - At least 5 seconds of slate with client name, spot name, and spot length
 - At least 2 seconds of black after slate
 - At least 5 seconds of black after spot
 - The video must have continuous control track and time code (Linear Time Code)

Electronic Media

- Content must meet the following layout format:
 - The content must be “ready to air”, meaning it should only contain the video to air.
 - Do not include bars, tones, slates, or black video.
 - Audio and video specifications should match the specifications listed in the Audio/Video requirements page of this document.
- Spot title should be in the following format if delivered via FTP or Data DVD:
 - ISCI CODE_SPOT TITLE_CLIENT NAME.mpg
 - If there is not an ISCI code, substitute XXXX in that portion of the filename.

FTP Delivery

- Bright House Networks offers it's clients the ability to deliver content via FTP. As stated in the electronic media content layout section, the spots must be ready to air and named in the specified format.
- All content uploaded to our FTP site will not be available for download. We restrict the user account to prevent downloading to protect the content of our clients.
- Bright House Networks does not maintain a copy of these spots and cannot forward them on to other outlets.
- Spots intended for a specific division must be uploaded via the proper account. That account information is below:

Central Florida FTP

- Site: <ftp.brighthouseadvertising.com>
- Username: uploadcfl
- Password: uploadcfl

Tampa Bay FTP

- Site: <ftp.brighthouseadvertising.com>
- Username: uploadtb
- Password: uploadtb

Using FTP Delivery

To use an FTP site, you will need to use software that is compatible with FTP. Here are two methods:

1. **Windows Explorer:** The easiest way to FTP is to use Windows Explorer directly. To do this double click on "My Computer" on the desktop or select it from the Start menu. In the address bar at the top of the window type or paste in the ftp URL (<ftp.brighthouseadvertising.com>) and you will be prompted for a username and password (provided on previous page).
2. **FileZilla FTP Client:** You can use any FTP client to access our FTP server. FileZilla is a free client that is simple to use. You can find more information and download Filezilla here: <http://filezilla-project.org/download.php?type=client>

It is important to note that Internet Explorer is NOT compatible with FTP as of version 7 and later. We do not recommend using Internet Explorer.

3rd Party Electronic Delivery

- To use a third party service, clients/production houses must establish an account with the third party vendor. The vendor will notify BHN directly when any content has been delivered to them. When setting up for the first time, the third party vendor may ask for the following syscode information:
 - Market Syscodes:
 - Tampa Bay: 5335
 - Central Florida: 6767
- Third Party Vendor contact information:

System	Phone	Web
DG/Fastchannel:	(972) 581-2000	http://www.dgfastchannel.com/
Extreme Reach:	(877) 769-9382	http://extremereach.com/
Centaur Exchange:	(703) 992-7353	http://www.centaurstorage.com/
Radiance AdDelivery:	(303) 486-3857	http://www.radiance.com/
HulaMX:	(866) 969-4852	http://www.hulamx.com/
SpotGenie	Email for information	EMAIL: delivery@spotgenie.com
On The Spot Media	(917) 546-9299	http://www.onthespotmedia.com/